

Critical Engagement Strategies for HRA Participation at NASA

STRATEGY	ACTION
Organizational Culture	<ol style="list-style-type: none"> 1. Health and productivity strategies are aligned with corporate goals. NASA has a strong culture of health and safety. Enlist safety personnel in your efforts to promote EmbodyHealth. 2. Center policies, programs, and culture are aligned with a wellness philosophy (e.g., tobacco policies, tobacco cessation programs, EAP, cafeterias with healthy menus, etc).
Senior Management Leadership	<ol style="list-style-type: none"> 1. <u>Add a “face” and “voice” to your program.</u> 2. Senior managers understand and support the health and productivity strategies. <u>One member of the HPW team or the Medical Director takes a visible leadership role. Identify one individual at a senior leadership level to join your efforts in</u> communicating the importance of the HRA and the web portal. 3. Approach NASA and Contractor leadership for support. Ask senior management to “author” several communication messages to the employees after they have completed the HRA. In essence, they shall actively encourage employees to do the same. 4. Senior management testimonials mean a lot; feature them in your communications.
HRA Timing and Goal	<ol style="list-style-type: none"> 1. NASA leaves the HRA open all year round while other companies close the HRA at the end of their defined campaign period. Because of this fact, each <u>Center shall identify one or more “defined” campaign periods.</u> Each period can be two to three months in length. 2. The Agency Occupational Health (OH) holds one defined campaign period at the start of the year. This year, it will be Feb 18th through May 31st. The first 1,000 participants will receive an incentive. 3. <u>Accompany your Center’s additional campaign period(s) with an intervention program.</u> Mayo Clinic EmbodyHealth can help! Utilize their online programs as your interventions and promote one per period such as Fitness for Everyone in June, Weight and Nutrition in September, and My Stress Solutions in November. 4. <u>In addition to the incentive offered by the Agency, if</u>

	<p><u>possible provide additional incentives with each of your defined campaigns to increase participation.</u> This doesn't have to be too elaborate, for example, SCC offered the <i>HealthierYou</i> calendars as an incentive, as well as three gift certificates. Incentive awards should match the NASA culture and have a high perceived value to our population.</p> <ol style="list-style-type: none"> 5. Identify <u>sub-groups</u> that you can approach such as Federally Employed Women, other special interest groups. 6. Work with Human Resources to educate the newly hired employees. 7. The Agency OH has <u>established a participation goal of 30% or 4,500 completed HRAs. Establish a goal for your Center to ensure data is representative of your overall population.</u> Data from a large enough sample can be utilized to make programmatic and policy decisions.
<p>Comprehensive Communication Strategy</p>	<ol style="list-style-type: none"> 1. <u>Contact Mae Hafizi to obtain a list of EmbodyHealth Content by Risk/Medical Condition.</u> For example, did you know that the <u>Online Lifestyle Habits</u> program on Nutrition includes a calorie calculator, health recipes, and a quiz and video, or the Stress Management section has stress assessment tools to augment what COPE offers on the NASA OHP Website. 2. <u>Communication strategy must be multimodal with high frequency as described below.</u> 3. Pre-HRA Launch: <ul style="list-style-type: none"> ✓ At least two communications during the month before the HRA launch that comes from senior leadership. ✓ Presentations given to the employees during staff meetings – personal touch and opportunity to clarify misconceptions/concerns. 4. HRA Campaign: <ul style="list-style-type: none"> ✓ At least one communication delivered to the entire target population <u>each week</u> of the campaign (high frequency). ✓ Provide ample resources (phone numbers, email address, etc.) for participants to access FAQ, ask questions, and report difficulties. ✓ The Agency OH Website has a FAQ link and four staff members with complete knowledge of the EmbodyHealth web portal. ✓ The Agency OH has two published phone

	<p>number to answer questions from across the Agency. They are (321) 867-3646 and (321) 867-3164. Feel free to publish these numbers in your communications.</p> <ul style="list-style-type: none"> ✓ Multimodal approach: Company newsletters, Mayo newsletters, letters/postcards to the home, intranet messages, flyers and posters at strategic locations, cafeteria tray line promotions, TV messages (if available onsite), employee orientations, all serve as good mediums of communication. <p>5. Post-HRA:</p> <ul style="list-style-type: none"> ✓ Communicate summary of key HRA metrics to senior leadership and the wellness committee, along with your intervention strategy. ✓ Based on HRA data 2007 we know that the NASA population is ready for change in areas of weight, exercise, nutrition, and stress. Set your health education programs to address these.
Wellness Champions	<ol style="list-style-type: none"> 1. <u>Develop a Network or a Team of Wellness Champions to add a “face” and “voice” to your program. One person must take the LEAD.</u> 2. Enlist the help of the following disciplines: <ul style="list-style-type: none"> • <u>Workers’ Compensation Case Managers:</u> Ask them to strongly encourage every employee with new or continuing work related injury/illness to complete the HRA. • <u>Occupational Medicine Nurses and Physicians:</u> Ask them to strongly encourage every employee who is scheduled for a Health Maintenance Exam, Job Certification, or Medical Surveillance, to complete the HRA. • <u>Fitness:</u> Ask them to strongly encourage new and continuing members to complete the HRA as part of their membership expectations and utilize the data to build their fitness plan. • <u>EAP Professionals:</u> Ask them to utilize the Mayo Clinic stress assessment tools and the online stress management program to augment COPE. • <u>Industrial Hygiene Professionals:</u> Encourage them to promote EmbodyHealth and the HRA to the community they serve.

